MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2017/2018

PWC1010 – WORKPLACE COMMUNICATION

(All Groups)

30 MAY 2018
9.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **FOUR** pages only.
2. Answer **ALL** questions in **Sections A and B.**
3. Please write all your answers in the Answer Booklet provided.

SECTION A: CASE STUDY [30 MARKS]

Question 1 [15 marks]
Instructions: Read the following case and answer the questions that follow.

Danny had been with the company for more than eight years and had worked on various R&D. He had a PhD in engineering and had developed a reputation as a subject matter expert. Because of his specialised skills, he worked by himself most of the time. Recently, Danny managed to convince his superior that he was capable of being the project manager because of his knowledge of R&D and his reputation as a subject matter expert. Unfortunately, Danny had never taken any courses in project management, and his involvement in team projects was very limited. However, the management believed he could do the job.

Danny's team consisted of four key team personnel in the company, and they were Alena, Brian, Betty, and Frank. For the first two months of the project, work seemed to be progressing as planned. Everyone understood their roles on the project, and there were no critical issues. Danny held weekly team meetings every Friday from 2:00 to 3:00 p.m. However, the next team meeting would fall on Friday the 13th, and that bothered Danny because he was somewhat superstitious. He was considering cancelling the team meeting just for that week but decided against it.

At 9:00 a.m., on Friday the 13th, Danny met with his project sponsor as he always did in the past. Two days before, Danny casually talked to his sponsor, and the sponsor told Danny to write in a report about the cash flow projections for the next six months, and have a discussion on ways to reduce some of the expenditures. As soon as Danny entered the sponsor's office, the sponsor said, "It looks like you have no report with you. I specifically recall asking you for a report on the cash flow projection." Danny was stunned as he only recalled the word 'discussion', and he had assumed that for a report to be submitted, he would have been given at least three days to complete it. Danny had not confirmed this with the sponsor.

Obviously, this was not a good start to Friday the 13th. At 10:00 a.m., Alena came into Danny's office, and he could see from the expression on her face that she was somewhat distraught. Alena then spoke, "Danny, last Monday, I told you that the company was considering me for a promotion and the announcements would be made this morning. Well, I did not get promoted. How come you never wrote a letter of recommendation for me?" Danny remembered the conversation vividly. Alena did say that she was being considered for a promotion, but she did not ask him to write a letter of recommendation. Did Alena expect Danny to read between the lines and try to figure out what she really wanted? Danny expressed his sincere apologies for what happened. Unfortunately, that did not make Alena feel any better, and she stormed out of Danny's office. Obviously, Danny's day was getting worse, and it was Friday the 13th.

Soon after Alena exited Danny's office, Brian entered. With a stern and serious voice, Brian then stated, "In one of our team meetings last month, you stated that you had personally contacted some of my engineering technicians and told them to perform this week's tests at 70°F, 90°F and 110°F. You and I know that the usual specifications are 60°F, 80°F and 100°F. Well, it seems that the engineering

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technicians forgot the conversation you had with them and did the tests according to the usual specification. I assumed that you had followed up your conversation with them with a memo, but that was not the case. As a result, they forgot. When dealing with my engineering technicians, the standard rule is, *if it's not in writing, then it hasn't been said.*" With a higher intonation, Brian firmly reminded Danny that the engineering direction was under his supervision.

Yes, Friday the 13th had become a very bad day for Danny. What else could go wrong, Danny thought? Friday the 13th was becoming possibly the worst day in Danny's life. Danny decided not to take any further chances and immediately sent out an e-mail to all of the team members cancelling the team meeting scheduled today.

i. There were communications issues between Danny and his project sponsor, Alena, and Brian's technicians. For each communication issue, where did the breakdown occur in the communications process? Elaborate your answer.

(6 marks)

ii. Identify **TWO** types of non-verbal communication that occurred and provide the examples taken from the case above.

(2 marks)

iii. Brian said, *"If it's not in writing, then it hasn't been said."* Explain the advantages of written messages, specifically in the context of the case study above.

(2 marks)

iv. How did Danny's superstitious belief affect his self-confidence?

(3 marks)

iv. Elaborate on Maslow's esteem needs and self-actualisation needs and justify their applications in the situation above.

(2 marks)

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Question 2 [15 marks]
Instructions: Read the following case and answer the questions that follow.

Damien is a young man with a mild intellectual disability. He works as a hotel bellboy for two years, and he had not encountered any major problems. His job requires him to welcome guests at the entrance and usher them to the front desk or restaurants, assist guests in transporting luggage to and from guest rooms, and also help guests in arranging for transportation.

Recently, Damien has a new supervisor, Aaron, who speaks very fast, switches from one topic to another and uses a lot of service jargons. Aaron knows that Damien has a mild intellectual disability, and he should not explain things as fast as he normally does with the other workers. However, he keeps looking at his watch and rolls his eyes while waiting for Damien to respond. Damien feels that he must be stupid as he has trouble expressing his thoughts at times. He also feels that his new supervisor thinks that he is incapable of doing his job well. His self-esteem plummets especially when answering questions from hotel guests, and it has affected his job performance lately.

Today, Damien came to work with a splitting headache. He was hoping that today would be a peaceful day. As he sat down at the front desk while taking a short break, a guest named Lisa came to him. She had heard all about the Flower Festival Exhibition, and she wanted to know how to get there.

Lisa asked Damien for his assistance. Damien was not very attentive as his head was pounding away, and he wished she would just disappear. With a frown on his face, he gave her a brochure on the Flower Festival Exhibition and a city map, without uttering a single word. When Lisa asked him which train to catch, he only said everything was there while pointing to the brochure and train schedule. Then, he glared at her.

Lisa was very upset by Damien's lack of assistance. She raised her voice and moved closer to confront him. During Lisa's outburst, Damien picked up a call and turned his back on her. Lisa could not accept Damien's attitude, and she told him that she would take this matter up further with the hotel's management.

i. Provide two communication barriers that Damien faced at work. Support each answer with two examples.

(6 marks)

ii. State **THREE** possible actions that Aaron can take to help improve Damien's self-esteem.

(3 marks)

iii. What are the **THREE** negative types of non-verbal communication shown by Damien to Lisa that caused her to be upset? What could have been Lisa's interpretation of those behaviours?

(6 marks)

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SECTION B: WRITTEN COMMUNICATION QUESTION [30 MARKS]

Question 1 [15 marks]
Instructions: Write an **e-mail** of about 200 words based on the scenario below.

OMJ Advertising & Design is a renowned advertising company in Malaysia. As an established creative agency, they know how ruthless the creative and advertising world is. Because of this, the IT department vigilantly monitors the company's network. However, lately, the IT department noticed that the company's network was attacked by a malicious virus, and the department had to take measures by shutting down the network during office hours. The department also received complaints from the company's creative designers and web developers concerning some missing designs and client's project information.

As the manager, compose an **e-mail** explaining to all workers the issue that the company is facing and to remind them the importance of changing their computer password every six months.

You may invent any other necessary details.

Question 2 [15 marks]
Instructions: Write a letter of about 200 words based on the information below using the **fully blocked format** and **open punctuation**.

You are the owner of Vision Tech Sdn. Bhd., a company that sells a range of sunglasses, frames and lenses. Your company has been around since 2008 and has even won awards as a customer preferred outlet.

However, recently you received a complaint from one of your loyal customers, Dr Debbie Ng. According to her, the pair of glasses she purchased last week from your company has some defects. Not only that, she claimed that there was a billing error as she was charged twice for the payment she made for that new pair of sunglasses. She only noticed the error when she checked her credit card statement. You investigated the problem and discovered that your company was at fault and needed to apologise.

Compose an **apology letter** to solve the issue. You are to acknowledge the complaint, provide reasons and highlight necessary details.

End of Paper